




U.S. General Services Administration

Office of Enterprise Development

**“Building Small Business Capacity
for the 21st Century”**



OED Mission

**Engage in strategies, which contribute
to an environment that provides
access to opportunity for small,
minority, women and other
businesses MANDATED by law.**



Pacific Rim Regional Small Business Center
Serving Arizona, California, Hawaii, and Nevada

Office of Enterprise Development
Phillip Burton FOB & Courthouse
450 Golden Gate Avenue, Room 5-6535
San Francisco, CA 94102
Carol Honore & Lori Falkenstrom
415-522-2700

Los Angeles Small Business Satellite Office
300 N. Los Angeles Street, Room 3108
Los Angeles, CA 90012
(213)894-3210
Pamela Smith-Cressel

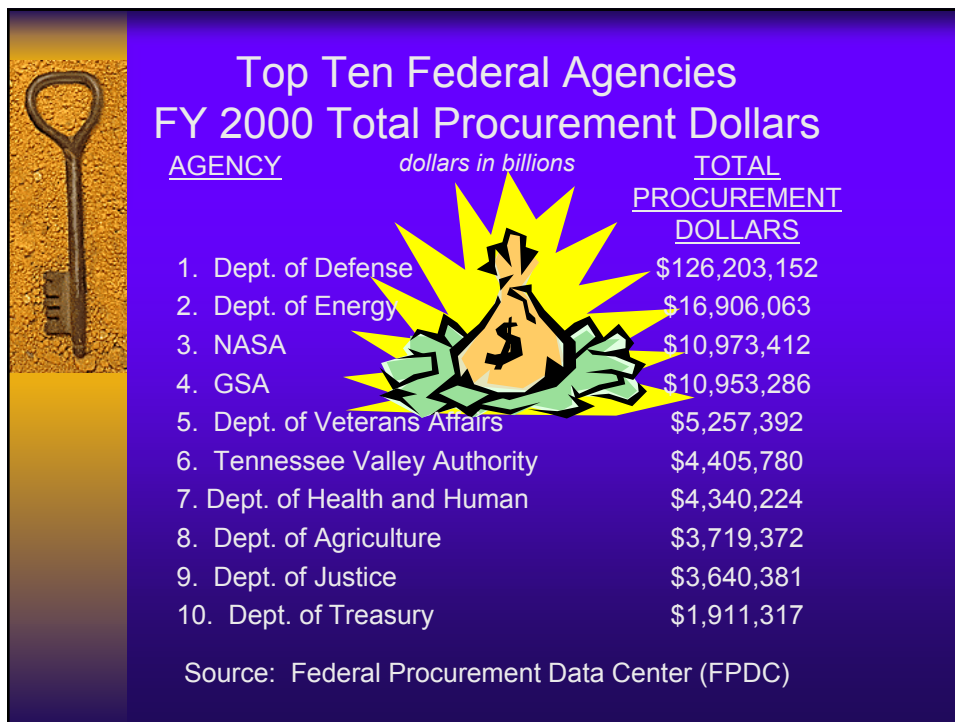


**GSA's Small Business Centers
OED's Regional Partners**



Boston, MA Ft. Worth, TX
New York, NY Denver, CO
Philadelphia, PA San Francisco, CA
Atlanta, GA Auburn, WA
Chicago, IL Washington, DC
Kansas City, MO

Small Business Centers are located in these 11 major metropolitan cities, including a satellite center in Los Angeles, CA.





California Total Federal Procurements

- ◆ In fiscal year 2000, the Federal Government spent \$25,479,562,000 in the state of California. California ranked 15th.
- GSA spent \$1,024,988,000 in the state of California.



California Top Five Counties

1. Los Angeles
2. San Diego
3. Santa Clara
4. Alameda
5. Orange





California Top Five Agencies

1. Department of Defense
2. National Aeronautics & Space Administration
3. Department of Energy
4. General Services Administration
5. Department of Agriculture



California Top Contracting Agencies

1. Energy, San Francisco Operations Office, Oakland
2. NASA, Jet Propulsion Lab, Pasadena
3. USAF, SMC/PKV2, Los Angeles
4. Navy, Facilities Engineering Command, San Diego
5. USAF, SMC/PKZ Defense Support System, Los Angeles



California Top Defense Agencies Contractors

1. The Boeing Company Inc.
2. Lockheed Martin Corporation
3. TRW Inc
4. Raytheon Company Inc
5. Health Net Inc
6. ITT Industries Inc.
7. General Dynamics Corporation
8. Science Applications Intl Corp
9. The Aerospace Corporation
10. Litton Industries Inc



California Top Civilian Agencies Contractors

1. The University Of California
2. California Institute Of Technol
3. General Motors Corporation
4. The Boeing Company Inc
5. Stanford Leland Junior University
6. Science Applications Intl Corp
7. Hensel Phelps Construction Company
8. Lockheed Martin Corporation
9. Amerisource Health Corporation
10. TRW Inc.



Federal Supply Service

- ♦ Office Supplies and Equipment
- ♦ Paper Products
- ♦ Scientific Equipment
- ♦ Paints and Chemicals
- ♦ Automated Data Processing Equipment and Services (Software, Training and Integration)



Federal Supply Service


- ♦ Motor Vehicles (cars, trucks, buses, ambulances, etc.)
- ♦ Furniture (office and household)
- ♦ Hand Tools and Appliances
- ♦ Office Furnishings





Federal Supply Service

- ◆ Services (EEO, A-76 Studies, Travel and Transportation, Organizational Management, Financial Management, Temporary Clerical Support, Conference Planning, Temporary Professional Support, Health Care Cost Recovery, Asset Management)



Public Buildings Service

- ◆ Lease
- ◆ Construction
- ◆ Building Services
- ◆ Security Services





Federal Technology Service



Telecommunications Services and Equipment
Network Services
Information Technology Solutions



Most Popular Schedules

- Information Technology (IT) - GENERAL PURPOSE COMMERCIAL INFORMATION TECHNOLOGY EQUIPMENT, SOFTWARE AND SERVICES
- Management, Organizational and Business Improvement Services (MOBIS) - CONSULTING SERVICES, FACILITATION SERVICES, SURVEY SERVICES, TRAINING SERVICES, SUPPORT PRODUCTS, PRIVATIZATION SUPPORT SERVICES AND DOCUMENTATION (A-76), INTRODUCTION OF NEW SERVICES

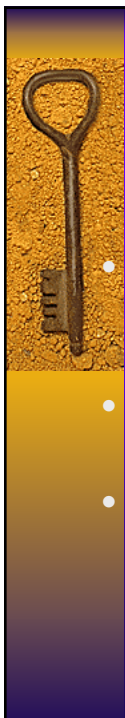


Information Technology Acquisition Center



- Website: www.fss.gsa.gov/it
“IT Contract Database Search”
- FSC Group 70 IT Schedule
Solicitation Number: FCIS-JB-980001-B
- IT Acquisition Center, POC:
Stephanie Turner – (703) 305-5777
Gary Cook – (703) 305-6827

Customer Service – (703) 305-3038




Management, Organizational and Business Improvement Services (MOBIS) Schedule

- Website:
<http://www.northwest.gsa.gov/fss/services/msc.htm>
- Solicitation Number: TFTP-MC-000874-1
- Contracting Activity:
Management Services Center, Pat Austin,
(253) 931-7083



Federal Supply Schedules Program Statistics

- 55 schedules covering various commodities and services
- \$13 billion program
- 7,972 schedule contract holders
 - 6,198 small businesses
 - 637 small woman-owned businesses
 - 707 small disadvantaged businesses
- 5-year with 3 five-year option period



Getting on the Federal Supply Schedule

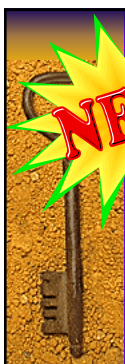
**During this Workshop - Keep in Mind that:
There are two kinds of Contracts.**

- 1. A GSA Contracting Number – Which reflects your negotiated price. Same as having your product accepted into the GSA catalogue. To Provide Quality Products and Services at Competitive Prices & Achieve Significant Savings for Federal Agencies**
- 2. A Contract Statement of Work – With GSA or another Federal Agency**




Corporate Contracting

- 5 years with three 5-year option periods
- Solicitation Number: FCO-00-CORP-0000C
- Contracting Activity:
Corporate Contracts, Rebecca Koses,
(703) 308-3727



Solutions and More (SAM)

- 5 years with three 5-year option periods
- Solicitation Number: 7FXP-D4-01-0539-B
- Contracting Activity:
Solutions and More, Frank Lioce,
(817) 978-4544





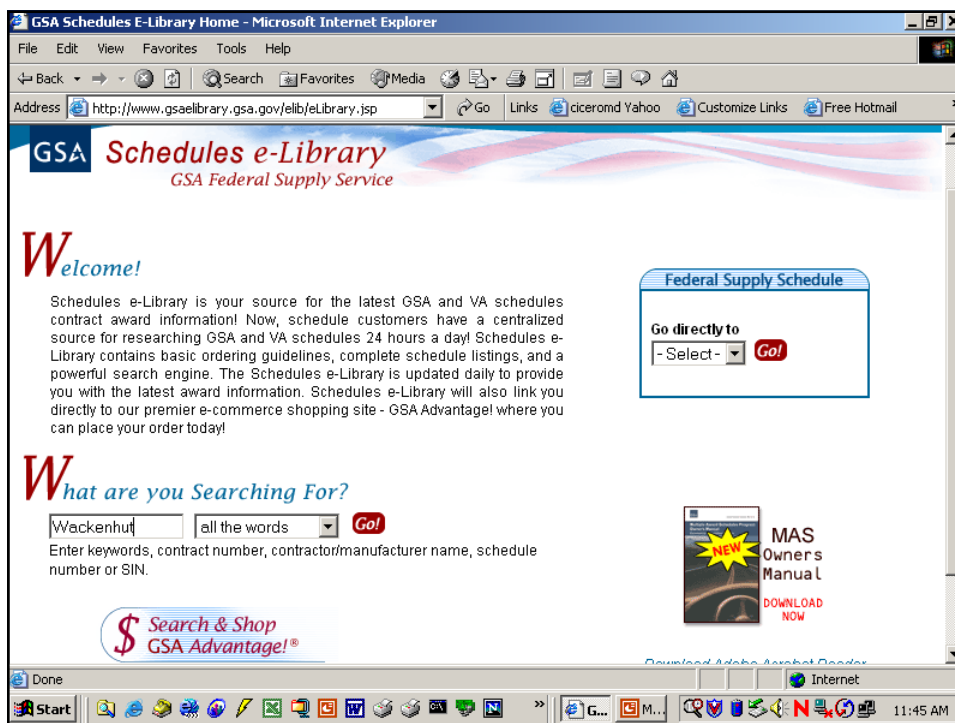
Getting on the Federal Supply Schedule

Your First Objective is to Obtain a GSA Schedule Number with GSA to be listed as a Vendor on GSA Schedule.

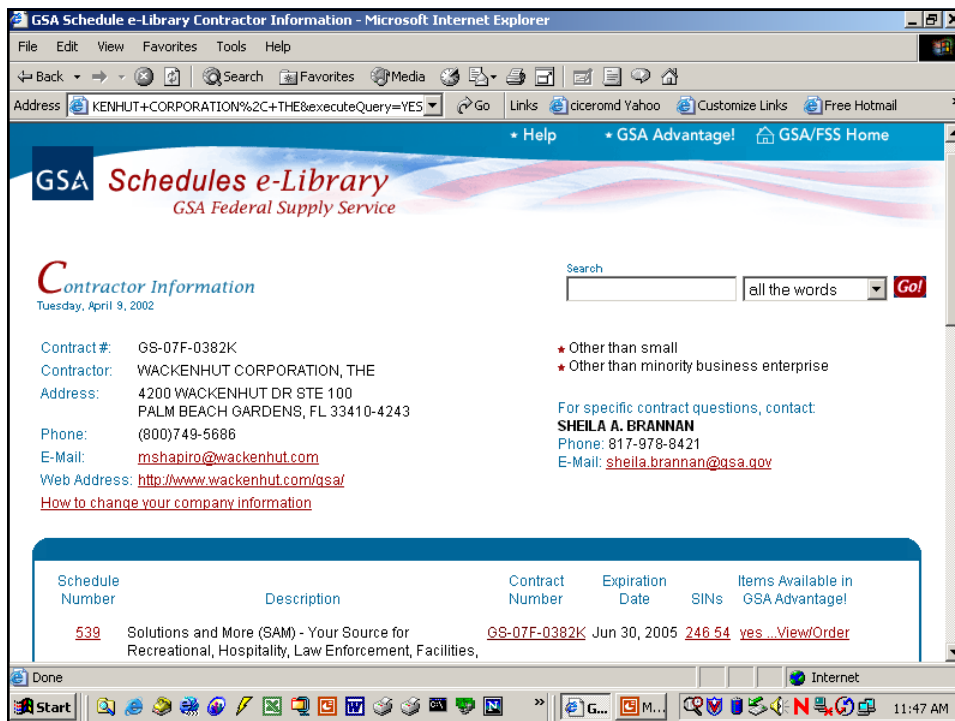
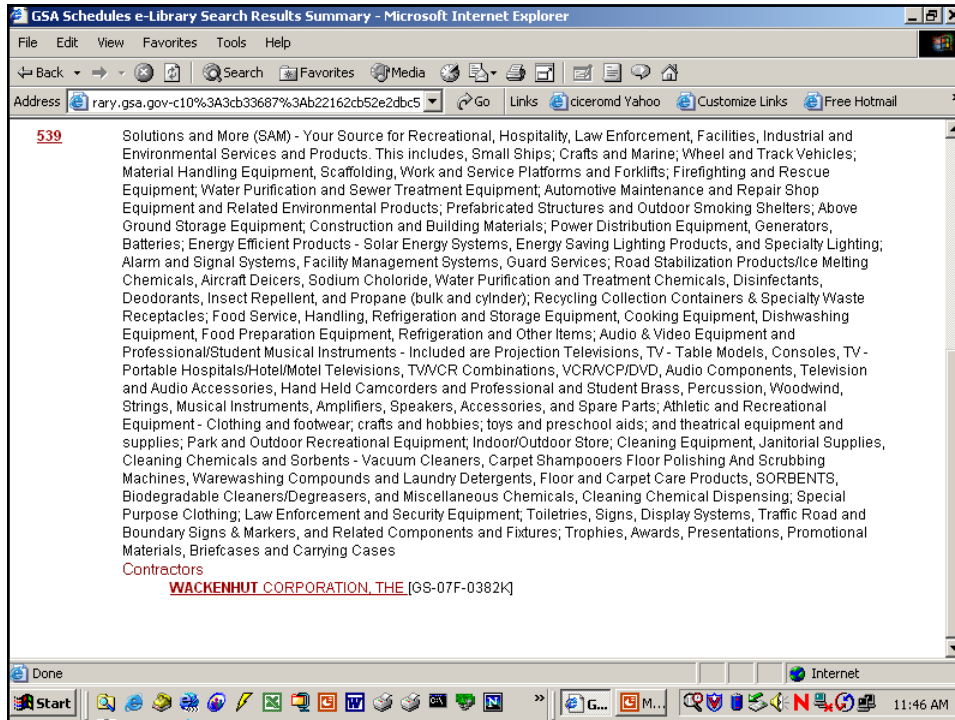
To See a Listing of Schedules, Go to the GSA WEBSITE at: <http://www.fss.gsa.gov/schedules/>

It is your Choice as to where to place your Goods/Service. Many Goods/Service Can fit Under Multiple Schedules.

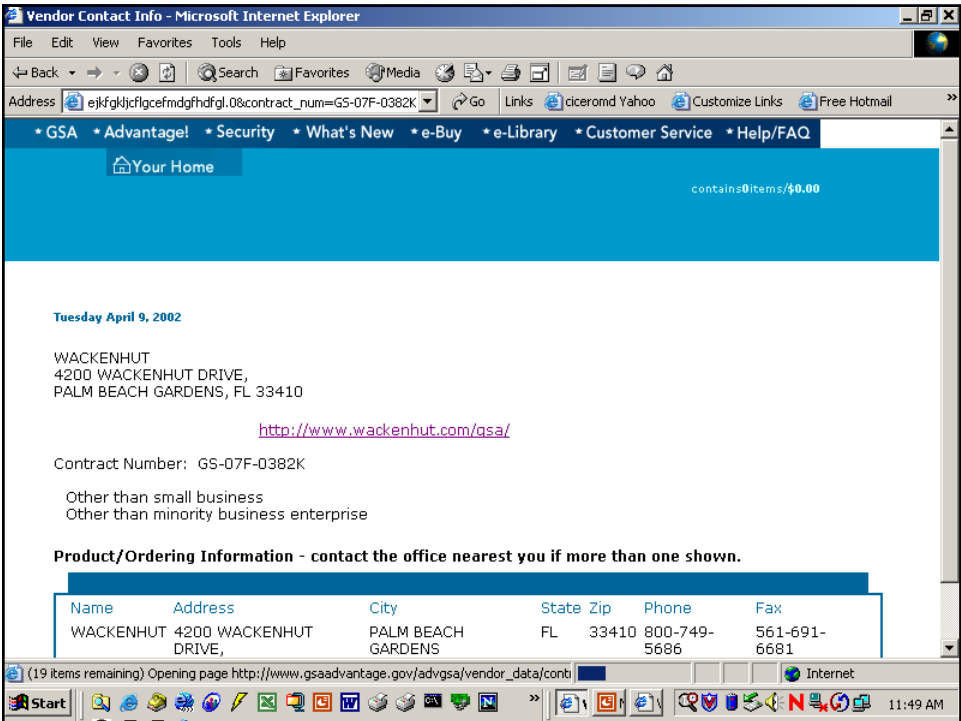
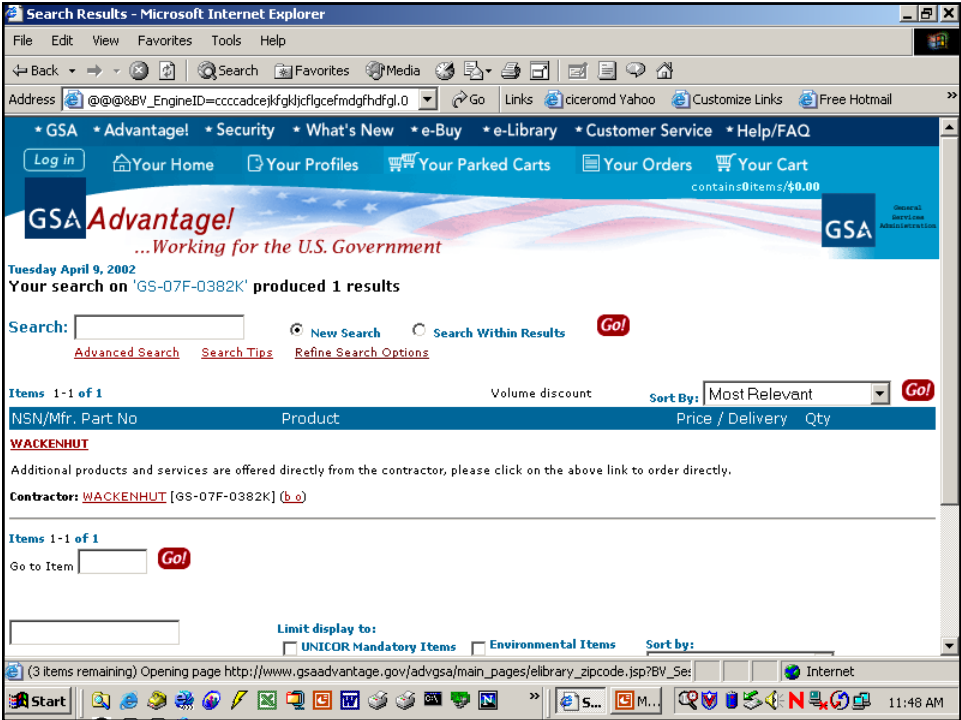
For Example: Management of Organizations could fit Under 874 (MOBIS) or 738 (Marketing, Media)



Environmental Purchasing and Practices Conference and Vendor Expo:
Thursday, July 18, 2002



Environmental Purchasing and Practices Conference and Vendor Expo:
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Getting on the Federal Supply Schedule

- **Find just the right schedule fit for the range of services and products you offer**
- **Save money and increase your visibility to Federal buyers**
- **A single cost-effective gateway to the Federal marketplace**
- **Eliminate redundancy and duplication**



What is the Schedule Program

- ♦ **Commercial Way of Doing Business**
- ♦ **No Requirements or Specifications**
 - contractor offers products/services
- ♦ **Optional Use**
- ♦ **Contractor Finds the Customer**
 - distributes pricelist/makes sale
- ♦ **Ordering Agency Selects Products/Services**
 - conducts contract administration



GSA Determines...

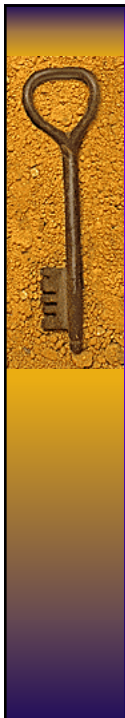
- ◆ Responsive
 - nationwide sales & services
 - social/economic
 - all laws & regulations
- ◆ Responsible
 - viable product/services
 - history of satisfactory performance
 - financial resources
- ◆ Fair and Reasonable Pricing



Obtain Copies of the.....

- Federal Acquisition Regulation (www.arinet.gov)
- General Services Administration Acquisition Regulation






Federal Supply Schedule Contracts

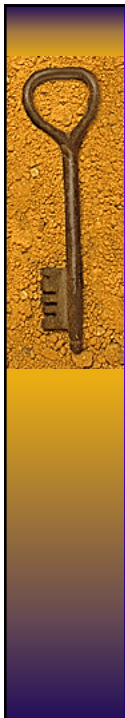
Schedules contracts are:

- Five year contracts, with three five-year option for approved vendors to provide products/services to any Federal agency
- Chosen as the “preferred source of supply” by DOD and most civilian agencies




Federal Supply Schedules Contracts Are.....

- “License to hunt” for opportunities in the federal government
- Synonymous with a “GSA number” or “getting on GSA list”
- Over 80% of Schedule contract holders are small business owners



Why Federal Agencies Prefer Schedules Contractors

- Competition: All competition requirements have been met
- Expedited Delivery: Many items delivered in 2 day or less
- Flexible Purchasing Options: BPA's save time and money
- No order limitations: You can place an order for any dollar amount
- Schedules orders count toward small business goals



Using Schedules Reduce Agencies Acquisition Time

- 49 days to establish a BPA under a GSA schedule
- 15 days to issue an order under a schedule
- 13 days to issue an order against a schedule BPA
- Traditional contract takes an average of 268 days to be executed



Where Do I Find the Appropriate Schedules Solicitation?

- Visit FEDBizOpps.Gov
- Register with the Electronic Acquisition Notification service
- Reference the FSS vendor guide website [www.fss.gsa.gov/vendor guide](http://www.fss.gsa.gov/vendor%20guide)




FEDBiz Opportunities

- GSA and several other agencies post all solicitations, synopsis, and RFQs on this site
- Pros:
 - electronic acquisition notification
 - all procurements even under \$25,000
 - participating agencies expanding
 - select only federal agencies your firm is interested in doing business with



Components of a Successful Schedules Offer

- **GSA Standard Form 1449 (cover sheet)**
- **Administrative Proposal**
- **Technical Proposal**
- **Price Proposal**
- **Open Ratings Past Performance evaluation (formerly Dun and Bradstreet)**
- **Commercial Sales Practice Format**
- **Representations and certifications**
- **Original and one copy of each proposal**




Administrative Proposal

- Submit an original and one copy
- Electronic transmissions are accepted
- All "fill-in" information completed
- Submit a complete solicitation package:
 - standard form 1449
 - Identify SINS
- - IFF included in pricing proposal
- - all required data must be submitted
 - two copies of your dated commercial pricelist (printed, computer generated and copies of internal pricelists)
- **MUST** be signed by authorized person of the firm
- Representations and certifications



Technical Proposal

- **Understanding of Requirements**
 - Description of the services offered per SIN
- **Professional Staff**
 - Resumes of professional staff to be assigned work resulting from the contract.
 - Education credentials and demonstrated successful experience required
- **Corporate Experience**
 - Descriptions of work performed within the past two years
 - Customer agency or firm name, name of person whom work was performed, and telephone number for verification, if necessary
 - Submit an original and one copy




Price Proposal

- Two copies of company's commercial pricelist/catalog indicating what products/services are offered
- Cost information should show how offeror arrived at proposed prices
- Include Industrial Funding Fee (IFF) of 1% in price proposal
- Prices submitted should be most favored commercial customer prices
- Government Price, Commercial Price, Government Discount
- Submit an original and one copy



Past Performance

- Complete the Open Ratings (formerly Dun & Bradstreet) past performance evaluation forms
- Offeror responsible for the \$125.00 fee
- Maximum of 20 work experiences requested (minimum of 6)
- Check with Acquisition Center if limited corporate experience **BEFORE** submittal of offer




How to Submit a Quality Offer

- Prepare Admin., Technical, and Price Proposals (an original and copy of each)
- Commercial sales practice format
- Open Ratings Past Performance completed
- Additional data such as but not limited to:
 - letter of supply from manufacturer
 - any supporting documentation in pricing proposal
- Representations and certifications completed
- Send to Acquisition Center address in Block 9 of GSA SF 1449




Contract Negotiation Process

- Submit to appropriate acquisition center
- GSA contracting officer will be assigned to review your offer
- The CO will send a deficiency letter if additional information is needed
- Pricing negotiations in person or by telephone





Contract Negotiation Process

- CO will ask for a written final proposal revision to confirm the terms and conditions agreed upon.
- Upon award of contract, the CO will return a copy of the contract to you along with one copy of the catalog/pricelist.
- CO will send vendor start-up kit for GSA advantage!




GSA Advantage!

- On-line shopping network that Federal agencies access to buy products/services from FSS Schedule Contract Holders
- Vendors can browse by entering a zip code to view pricing of firms already on Schedule



E-Buy

- Electronic requests for quotations
- Communication between contractor and buying activity
- Gives contractors access to all potential orders



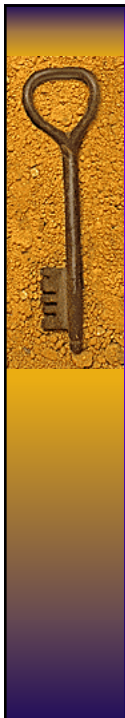
How Federal Agencies Order From Schedules

- Under \$2500 (micro-purchase threshold)
 - Order from any schedule contractor
- Over \$2500
 - prepare a statement of work
 - Look at 3 price lists or "GSA *advantage!*"™
 - Evaluate and make a "best value" selection
- Orders over the maximum order threshold
 - Review additional price lists
 - Seek price reductions from contractors





Procurement Preference Programs

- Micro-purchases (purchases \$2,500 and less)
- Simplified Acquisitions
- Very Small Business Set-Aside Program (PILOT)
- Section 8(a) Program
- Woman-owned Business Program
- Service Disabled Veteran-owned Business Program
- Small Disadvantaged Business Program
- HUBZone Program




Blanket Purchase Agreements


- BPAs provisions included in schedule contract solicitations.
- Permit schedule users and contractors to set up “accounts” to fill reoccurring requirements.
- Accounts establish terms, period of time, frequency of ordering, discounts, delivery locations, etc.



Price Reductions

- Contract provisions allows schedule contractors to reduce contract price
- Customers request price reductions when a potential for lower prices exist (e.G., Large orders)






Maximum Order Provisions

- Before placing an order that exceeds the Maximum Order (MO) "Seek price reductions from contractors that represent a 'best value'"
- Contractors Can:
 - Offer a lower price
 - Offer the current contract price
 - Decline the order



Economic Price Adjustments (EPA)

- Prices must be held for twelve months from date of award
- Thereafter, adjustable 3 times each 12 months per contract up to max of 10%
- Prices can always be lowered



FY 2001 Purchasecard Statistics


GOVERNMENTWIDE

- \$13.7 billion in purchasecard sales
- 24 million transactions
- 406,290 cardholders

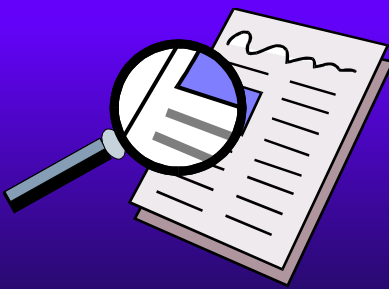
GSA

- Over \$157 million in purchasecard sales
- Over 262,000 transactions
- 3,776 cardholders
- Listing of GSA Credit card holders

<http://www.gsa.gov/staff/c/ca/foistuf/cards.htm>



How to Identify Prime and Subcontracting Opportunities with the Federal Government





How to Identify Prime and Subcontracting Opportunities with the Federal Government

- **Subcontracting Directory**
- **GSA's Procurement Networking Sessions**
- **Minorities In Business Insider magazine**
- **Local/regional Procurement Directories**
- **Local newspapers, trade journals, magazines, etc.**




The Schedules Contracting Process

- **Ordering office prepares statement of work**
- **Ordering office reviews price lists from three Schedule vendors, develops cost estimate, and prepares justification for selection or best value selection criteria**
- **Ordering office submits procurement package to agency contracting office**



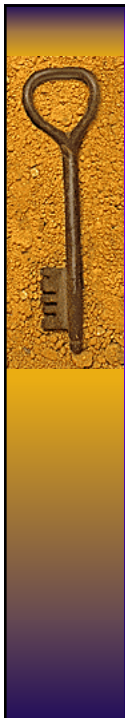
The Schedules Process

- Agency contracting office requests vendors to provide a cost quote and technical proposals, as needed
- Vendors provide cost quotes and technical proposals, as requested
- Agency contracting office issues a firm-fixed price task/delivery order to best value vendor.



Hints for Business Success in the 21st Century

- Make sure your business has more than one contracting vehicle in place
 - Small Business
 - 8(a) Certified Business
 - Certified Small Disadvantaged Business
 - Governmentwide Agency Contracts (GWAC)
 - Woman-owned business
 - HUBZone Certified
 - Blanket Purchase Agreements




Hints for Success (cont'd)

- Business cards should indicate what your company does
- Accept the Government Purchase Card
- Attend GSA Small Business Outreach events
- OED webpage: www.gsa.gov/OED
- Network, network, network



Hints for Success (cont'd)

- Advertise in the Federal Supply Service magazine MarkeTips:
 - Advertising space is free
 - Magazine distributed to all Schedules customer agencies
 - Published bi-monthly on the first day of the month of Jan, March, May, July September, and November
 - Each Acquisition Center sets deadlines for ad materials



**Federal Procurement Data
System Handbook**

Government Purchase Data over \$25,000

Awarding Agency

Award Date/Dollar Amount

**Contractor Name, Address, Socioeconomic
factors, etc.**

Call or write: Federal Procurement Data Center

7th & D Streets, SW

Washington, DC 20405 (202)401-1529

<http://fpdc.gov>



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